

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Ms. Maria Alejandra Noble Colin		11/20/2008
RECEIVING PARTY DATA		
Name:	SABRITAS, S. DE R.L. DE C.V.	
Street Address:	Bosque de Duraznos No. 67, piso 9	
City:	Colonia Bosques de las Lomas, DF	
State/Country:	MEXICO	
Postal Code:	11700	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29327597	
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ATTORNEY DOCKET NUMBER:	CFLAY.60494US	
NAME OF SUBMITTER:	Colin P. Cahoon	
Total Attachments: 1 source=60494US_EFS_Signed_Assn#page1.tif		

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REEL: 022064 FRAME: 0356

ASSIGNMENT

WHEREAS, I, **Maria Alejandra Noble Colin**, a citizen of México, residing at Porfirio Diaz No. 186 -- cases 3, Col. San Jeronimo Lidice, Del Magdalena Contreras, DF, 10200 MX; am the first, original, and sole inventor of the invention **DISPLAY BIN**, for which I have executed an Application for Letters Patent of the United States, assigned US Serial No. 29/327,597, filed on November 10, 2008, with attorney docket number CFLAY.60494; and

WHEREAS, **SABRITAS, S. DE R.L. DE C.V.**, incorporated in México, with a place of business at Bosque de Duraznos No. 67, 9th Floor, Colonia Bosques de las Lomas, DF, 11700, MX, is desirous of obtaining the entire right, title, and interest in, to, and under the said invention and the said application;

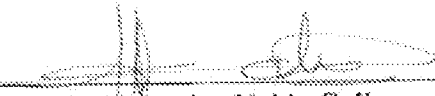
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I the said **Maria Alejandra Noble Colin** have sold, assigned, transferred, and set over, and by these presents do hereby sell, assign, transfer, and set over, unto the said **SABRITAS, S. DE R.L. DE C.V.**, its successors, legal representatives, and assigns, the entire right, title, and interest in, to, and under the said invention and the said application, and all divisions, renewals, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said invention in any country or countries foreign to the United States, and all Letters Patent which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals, and reissues thereof, and all rights of priority in any such country or countries based upon the filing of the said application for Letters Patent of the United States which are created by any law, treaty, or international convention; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said invention to the said **SABRITAS, S. DE R.L. DE C.V.**, its successors, legal representatives, and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to said **SABRITAS, S. DE R.L. DE C.V.**, its successors, legal representatives, and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and generally do everything possible to aid the said **SABRITAS, S. DE R.L. DE C.V.**, its successors, legal representatives, and assigns, to obtain and enforce proper patent protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my signature.

Date: 10/11/08 2008


Maria Alejandra Noble Colin

L.S.

CFLAY.60494

ASSIGNMENT